

In 1997, the Agency merged two existing non-contiguous project areas into what is now known as the Downtown/Airport Project Area. The area formerly known as the Downtown Project Area, encompasses 700 acres of prime urban property available for residential, commercial and office uses. The area is bounded by Brockton Avenue on the west, 14th Street on the south, the 91 Freeway on the east and First Street on the north, with a northern corridor bounded by Orange Street, Highway 60 and Market Street. Anchored by the Historic Mission Inn, Downtown Riverside is the seat of all city and county government, including City Hall, the County Superior Court, the County Administration Building, as well as the recently constructed County Family Law Court, State Court of Appeal, the U.S. Bankruptcy Court, and the U.S. District Court. The recent surge in court construction, coupled with a low office vacancy rate, has resulted in increased interest for professional office space and commercial development. In response, the Agency is implementing its Mission Village initiative, facilitating and directing development towards the “new urbanism.”

2000 Census Estimates*

	1-mile radius	3-mile radius	5-mile radius
• Population	17,606	103,490	215,193
• Median Age	30	31	32
• Households	5,402	35,851	71,840
• Households by Type			
Married couple	38.30%	45.33%	53.57%
• Households by Income			
\$25,000–\$34,999	17.13%	15.53%	14.90%
\$35,000–\$49,999	14.07%	17.36%	18.10%
\$50,000–\$74,999	10.92%	14.66%	19.22%
• Med. Household Income	\$24,577	\$30,395	\$36,803
• Avg. Household Income	\$35,581	\$41,133	\$48,355
• Per Capita Income	\$11,426	\$14,417	\$16,255
• Occupied Units	5,209	31,582	62,799
• Owner Occupied	34.12%	48.04%	58.35%
• Population 25+ by Education			
Bachelor Deg.	7.70%	11.31%	11.68%
Graduate Deg.	4.63%	7.67%	7.98%

24-hour Combined Vehicle Volumes

• 14th Street & 91 Fwy. (northbound)	E/W 38,354
• Market St.: University Ave–14th St.	N/S 21,014
• Market St. & 60 Fwy. (westbound)	N/S 18,218
• Mission Inn Ave. & Lime St.	E/W 9,779

* Statistics compiled by Claritas Inc.

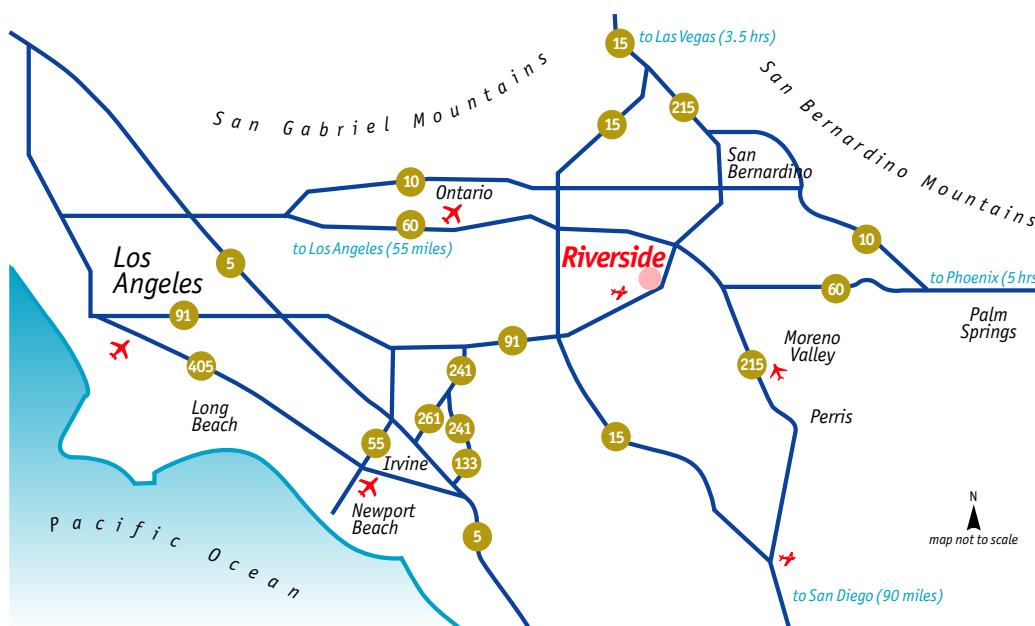
Major Office and Financial Tenants

- Best Best and Krieger, LLP
- California State Court of Appeal
- California Tower
- Greater Riverside Chambers of Commerce
- Reid and Hellyer, A Professional Corporation
- Riverside City Hall
- Riverside Community Hospital
- Riverside County Administrative Center
- Riverside County Family Law Court
- Riverside County Office of Education
- Riverside County Superior Court
- Riverside Press Enterprise
- Riverside Unified School District
- T.D. Waterhouse
- U.S. Bankruptcy Court
- U.S. District Court

Major Retail/Entertainment Centers

- Ben H. Lewis Hall Riverside Convention Center
- Historic Mission Inn
- Holiday Inn Select
- Main Street Mall

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Situated 55 miles east of downtown Los Angeles, Riverside is the heart of Southern California's Inland Empire. Founded over 100 years ago, the city has emerged as a vibrant office, retail and industrial center in Southern California. Riverside enjoys a mild Mediterranean climate and is rich in architecture, universities, cultural arts and recreational activities.